

Media Info 2012

Kids
SHOP

BUSINESS | NEWS | CONSULTING

1/2012⁽¹⁾

ISSN 1427-2331
INDEKS 346446
CENA 12 ZŁ
(w tym 8% VAT)



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Editorial Concept

Kids Shop Catalogue is a biyearly magazine addressed to owners and managers of polish wholesalers and retailers and supermarkets dealing with children's and teenagers' clothes, equipment and accessories.

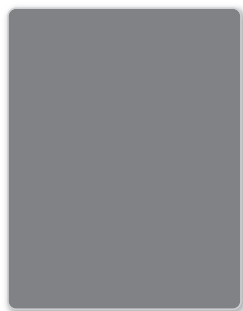
Kids Shop is distributed as rotational mailing to retailers and wholesalers in this branch, subscription, kiosks sales and free handout at all fairs connected with kids fashion and accessories in Poland.



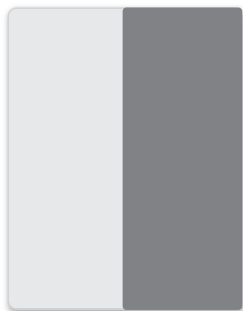
Publication Schedule 2012

Issue	Publication Date	Deadline for Orders	Deadline for Printing Materials
1/2012	22.02.2012	12.02.2012	15.02.2012
2/2012	20.08.2012	26.07.2012	03.08.2012

Advertising Formats



1/1 page **190 x 240 mm**
(+ 3-5 mm bleed)



1/2 page **90 x 240 mm**
(+ 3-5 mm bleed)



1/2 page **190 x 120 mm**
(+ 3-5 mm bleed)

Publishing House

Unit Wydawnictwo Informacje Branżowe Sp. z o.o.
ul. St. Kierbedzia 4, 00-728 Warsaw, Poland
tel: +48 22 32 01 500, fax: +48 22 32 01 550
www.unit.com.pl, www.tradebizz.com.pl

Technical data

Frequency: semiannual
Circulation: 5000 copies
Format: 190x240 mm

Advertising Rates

1/1 page
1/2 page

1 560 euro
860 euro

Covers

I
II
III
IV

1 950 euro
1 750 euro
1 750 euro
1 800 euro

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INFORMATION ON BOUND & LOOSE INSERTS
ON REQUEST

See also:



Papierniczy Świat

Papierniczy Świat (Paper World), published 8 times a year, is the leading polish POS (Paper-Office-School) trade publication. It is addressed to managers and employees of polish wholesalers and retailers dealing with stationery products and services. Papierniczy Świat is distributed in rotational mailing to retailers and wholesalers in this branch, subscription, kiosks sales, and free handout in all fairs connected with POS products and services in Poland. Papierniczy Świat is the exclusive Polish representative of The International Stationery Press Association (ISPA).



Świat Zabawek

Świat Zabawek (World of Toys) monthly on the desk of industry decision makers. The news magazine. The business magazine. The toy magazine. Świat Zabawek – for all those who make their living in the toy business. Whatever happens in the business – Świat Zabawek is the first to report on it! In-depth research covers all aspects of the toy business from the latest trends to individual company success stories. Świat Zabawek approach to coverage is the foundation for constant opinion-forming discussion in ever-changing market.



Dziecko w...

Everything about kids and for kids in The City.

Dziecko w... is a series of a unique, annual catalogue informing about kids staff. The aim is to provide editorial and help parents, and teachers to better understand the needs of kids and possibilities of spending time and education them. Editorial is supported by huge data base of contacts in Warsaw, Poznan or Wroclaw form sector like: health, education, playtime, culture, sport etc.

Additional addresses and ready to free print materials like: mazes, diplomas, colouring pages are on CD which sold together with catalogue.

To keep the readers up-to-date we run portals:

(www.dzieckowarszawie.pl, www.dzieckowpaznaniu.pl, www.dzieckowewroclawiu.com.pl)

